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**ArcSoft® Announces Embedded Red-Eye Removal  
for Digital Cameras**

*Auto Red-Eye Removal Now Available for Digital Cameras/Firmware*

**FREMONT, CA., March 3, 2004**—ArcSoft, the global leader in supplying multimedia technologies and software solutions, today announced a firmware based solution to the age old problem of red-eye created by digital cameras using a flash.

The solution, which is embedded into the firmware of a digital camera enables users to automatically remove this common error in their photo without the need for a computer.

“Our Auto Red-Eye Removal functionality starts searching for red-eye as soon as flash occurs. Once it recognizes the problem, you can control, repair, and replace the original iris color with one click. Then the red-eye will be removed instantly. It’s an amazing technology.” said Todd Rumaner, senior vice president of ArcSoft.

“This is a huge step in the way of creating a better experience for any digital camera user. The feature will save consumers hours of time and energy each year and help disconnect them from the PC.”

**About ArcSoft**

ArcSoft, Inc. develops, markets and distributes advanced digital imaging and video solutions to companies around the globe. ArcSoft is a recognized technology leader, specializing in software for device manufacturers and infrastructure solutions for telecommunications and consumer electronics companies. Established in 1994, ArcSoft is a privately held company headquartered in Fremont, California, with regional commercial and development facilities in Europe and the Far East. For further details, please visit us at our corporate Web site: [www.arcsoft.com](http://www.arcsoft.com)

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